

Message Text

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ACTION EB-11

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FM AMEMBASSY COPENHAGEN

TO SECSTATE WASHDC 8257

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E.O. 11652: NA

TAGS: ETRD, DA

SUBJ: EFFECTIVENESS IN OVERSEAS COMMERCIAL FUNCTION

REF: STATE 239800

1. WE BELIEVE WE HAVE DONE A GREAT DEAL TO STRENGTHEN AND STREAMLINE THE EMBASSY'S COMMERCIAL FUNCTIONS AND INCREASE OUR EFFECTIVENESS IN THE ONGOING JOB OF REPRESENTING AMERICAN INTERESTS IN DENMARK. WE HAVE BEEN RECEPTIVE TO NEW IDEAS AND INNOVATIVE TECHNIQUES AND HAVE, WE BELIEVE, MADE PROGRESS IN REFINING THE QUALITY OF OUR EFFORTS. THERE ARE STILL, HOWEVER, AREAS WHERE US TRADE INTERESTS COULD BE FURTHER ADVANCED.

2. SPECIFICALLY, WTDR, ADS AND TRADE OPPORTUNITY STREAMLINING NOW MAKES IT POSSIBLE FOR AMERICAN BUSINESS TO OBTAIN OVERSEAS MARKET INFORMATION WITHIN A MATTER OF DAYS VIA COMMERCE'S NEW COMPUTERIZED SERVICE. THERE ARE NO SIMILAR SHORTCUTS, HOWEVER, FOR ASSISTING BUSINESS VISITORS, BOTH INDIVIDUALS AND GROUPS, INVESTIGATING TRADE COMPLAINTS, COORDINATING AND SUPERVISING MARKET STUDIES AND FULFILLING EMBASSY'S PRIORITY ROLE IN BACKSTOPPING STOCKHOLM AND FRANKFURT TRADE CENTERS. LARGE PUBLIC PROJECTS SUCH AS PLANNED SALTHOLM AIRPORT, DANISH-SWEDISH HELSINGOR-HELSINGBORG TUNNEL UNDER THE ORESUND,

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THE GREAT-BELT BRIDGE AND PLANS FOR DANISH NUCLEAR POWER

PLANTS COMPETE FOR OUR ATTENTION WITH PRIVATE COMMERCIAL EXPANSION PLANS OF INTEREST TO AMERICAN INDUSTRY. ON A TIME AVAILABLE BASIS, COMMERCIAL SECTION MUST BE RESPONSIVE TO, AMONG OTHER ITEMS, THE "INVEST-IN-USA" PROGRAM, US TRAVEL SERVICE NEEDS AND THE PROMOTION OF REVERSE TRADE MISSIONS AND BUSINESS GROUP TRAVEL.

3. ON THE TRADE POLICY SIDE, DENMARK'S ENTRY INTO THE EC HAS MEANT THAT OUR RESPONSIBILITIES HAVE NOT ONLY EXPANDED BUT ALSO THAT THE MAREKT HAS ACQUIRED MORE IMPORTANCE TO US. WITH THE INCREASING COMPLEXITY OF US-EC RELATIONS, REPRESENTATION OF US VIEWS AT EC CAPITALS HAS ACQUIRED RENEWED IMPORTANCE. THE SAME EFFORT ON SUCH REPRESENTATION IS REQUIRED AT COPENHAGEN AS AT LARGER POSTS, DESPITE THE DIFFERENCE IN SIZE OF STAFFS.

4. ALL THESE INCREASED ACTIVITIES MUST BE CARRIED OUT BY THE SAME-SIZE ECON-COM TEAM (TWO OFFICERS AND A SMALL BUT HIGHLY QUALIFIED NUMBER OF LOCALS) AS IN THE DAYS PRIOR TO DANISH EC MEMBERSHIP AND INCREASED EMPHASIS ON EXPORT PROMOTION. AS HAS BEEN POINTED OUT TO THE DEPARTMENT ON NUMEROUS OCCASIONS, MOST RECENTLY IN COPENHAGEN'S 0744, IT IS NOT A LACK OF EXPERTISE THAT LIMITS OUR OUTPUT, BUT RATHER OUR CRITICALLY LIMITED MAN-POWER AND FINANCIAL RESOURCES. WE THEREFORE CONTINUE TO HOPE DEPARTMENT WILL ACCEDE TO OUR REQUEST FOR AN ADDITIONAL ECONOMIC/COMMERCIAL OFFICER.
DUNNIGAN

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